

FY2015 – ARTS CATALYZE PLACEMAKING Grant Program Arts Leadership Guidelines

TABLE OF CONTENTS

PROGRAM OVERVIEW.....	Page 2
<ul style="list-style-type: none">▪ Arts Catalyze Placemaking▪ ACP ~ Arts Leadership Category▪ Eligibility & Grant Amounts▪ Program Timeline▪ Funding Period	
GETTING STARTED.....	Page 3
<ul style="list-style-type: none">▪ How to Apply▪ Intent to Apply▪ COA's Goals & Priority Outcomes▪ Your Proposal<ul style="list-style-type: none">▪ General Information▪ Making the Case▪ Authentic Partnerships▪ Carrying Out the Plan▪ Measuring Outcomes▪ Review Criteria	
FISCAL INFORMATION.....	Page 6
<ul style="list-style-type: none">▪ Administrative Expenses▪ Matching Requirement▪ In-Kind Contributions▪ Eligible & Ineligible Expenses▪ Fiscal Sponsorship▪ General Fiscal Information	
CONTACTS, QUESTIONS & WRAP-UP.....	Page 8
<ul style="list-style-type: none">▪ General Questions, FAQ & Resources<ul style="list-style-type: none">▪ Connecticut Office of the Arts Grant Overview Guidelines▪ Responsibilities & Additional Information▪ Regional Partners	

Important Note: These guidelines include embedded links which provide further program information and resources. Be sure to access the electronic version at www.ct.gov/cct.

PROGRAM OVERVIEW

ARTS CATALYZE PLACEMAKING

The **Connecticut Office of the Arts (COA)** along with the **State Historic Preservation Office (SHPO)** offer the Arts Catalyze Placemaking (ACP) grant program to invest in arts-based cultural projects, activities and infrastructure in ways that will advance the attractiveness and competitiveness of Connecticut cities, towns, and villages as meaningful communities in which to live, work, learn and play.

The FY15 ACP program includes three (3) distinct categories for which applicants may select only one (1) category to pursue in a single grant cycle. The categories are as follows:

- **Arts Leadership**
- **Historic Preservation**
- **Supporting Arts in Place**

The Connecticut Office of the Arts funds creative placemaking through Arts Leadership (project support) and Supporting Arts in Place (general operating support); and the State Historic Preservation Office offers grants (project support) to Connecticut municipalities, 501(c)3 and 501(c)13 non-profits who engage the arts community in creative ways that promote the preservation of historic places. Education-based proposals are eligible in FY2015 through the Arts Leadership category. It is the responsibility of the applicant to select the appropriate category and to make the case for their selection.

[FY2015 ACP ~ At-a-Glance](#) provides a snap-shot of the three (3) Arts Catalyze Placemaking grant categories.

ACP ~ ARTS LEADERSHIP CATEGORY

The **ACP ~ Arts Leadership** category awards grants ranging from \$1,500 - \$50,000 for the planning and/or implementation of arts-based creative placemaking projects. This funding category positions arts in a leadership role and requires authentic partnerships, collaborative planning and relevant community engagement. COA defines an authentic partnership as a relationship between entities that is characterized by mutual cooperation and responsibility toward the achievement of a specified goal(s) through which each partner both contributes to, and benefits from, the endeavor.

ELIGIBILITY & GRANT AMOUNTS

ACP Arts Leadership - Eligible Applicant	Grant Amounts
<ul style="list-style-type: none">• Arts Organization• Municipal Department (Level C)• School District	\$10,001 - \$50,000
<ul style="list-style-type: none">• Arts program of a 501(c) (3) non-arts organization• Arts Organization with fiscal sponsor• Artist• Colleges and Universities• Municipal Department (Level A & B)• Pre K-12 school• Parent Teacher Organization (PTO)• After School program	\$1,500 - \$10,000

See [Glossary of Application Terms](#) for definitions

INELIGIBLE Applicants are:

- [COA/DECD Line Items](#)
- [COA Designated Regional Cultural Service Organizations](#)
- Individuals who are currently full time students in degree seeking programs
- First time applicants who do not submit an *Intent to Apply*.
- Regardless of an applicant's eligibility, an application submitted after the deadline is considered ineligible.

Important Note for Connecticut artists:

- An artist must apply with a fiscal sponsor or as a Connecticut business entity for any request equal to or above \$5,000 (*See Fiscal Sponsorship*).
- An artist employed by an arts organization may submit an application as an individual artist OR on behalf of his/her organization – but not both.

PROGRAM TIMELINE

Dates are subject to change

Intent to Apply:	on or before 12:00pm (noon), February 19, 2014
Notification to Proceed (via email):	on or before March 5, 2014
Submission Deadline:	on or before 11:59pm, April 2, 2014
Panel Review:	May 2014
Award Notification posted on website:	June 20, 2014

FUNDING PERIOD

Projects must occur during the specified funding period and may be completed prior to the end of a grantee's funding period.

Funding Period:	July 1, 2014 – June 30, 2015*
Final Report Due:	August 30, 2015 or 60 days following completion of project if sooner

* Important Note: Any and all expense(s) incurred before or after the funding period, including costs associated with planning, are ineligible.

GETTING STARTED

HOW TO APPLY

The ACP grant program is administered using an e-granting system; therefore, all applications must be submitted through the online portal at <https://coa.fluidreview.com/>. E-mail and paper submissions will not be accepted. Contact Tech Support at support@fluidreview.com for technical related questions. Please submit all content related questions to ACP.Questions@ct.gov.

INTENT TO APPLY

To assist COA with the process of reviewing and confirming eligibility, first time applicants are required to submit an *Intent to Apply* and will not be eligible to submit an application without prior approval. All other applicants are ***strongly encouraged*** to submit an *Intent to Apply* prior to submitting an *Arts Leadership* application.

Submit your Intent to Apply by logging on at <https://coa.fluidreview.com/>. New users must “sign up” and create an account while returning users may simply “sign in.” Select **FY2015 Intent to Apply** from the drop down menu.

- First time applicants **MUST** submit an *Intent to Apply* by **Wednesday, February 19, 2014**
- All other applicants are strongly encouraged to submit by Wednesday, February 19, 2014.

- COA will review applicants for eligibility.
- A notification to proceed will be sent via email on or before **Wednesday, March 5, 2014**.
- *Intent to Apply* submissions received after February 19, 2014 will not be reviewed by COA.

COA's GOALS & PRIORITY OUTCOMES

The ACP program was developed with research-based goals and priority outcomes at its core. COA's creative placemaking goals are:

1. Community Relevance & Civic Engagement – *The Arts are essential in the development of great places*
2. Arts Engagement, Artistic Excellence & Creativity – *High quality art and arts experiences stir creativity and critical thinking and advance cognitive, emotional and social health.*
3. Market Development – *The Arts are an essential component of Connecticut's environment and should be accessible to the greater community.*

Review the [Goals and Priority Outcomes Table](#) to familiarize yourself with COA's goals and priority outcomes before you begin your application. The purpose of the Table is to provide applicants with a clear understanding of COA's goals and priority outcomes so applicants may identify ways in which their project and COA's goals are aligned. **The Goals and Priority Outcomes Table is the foundation of the Arts Catalyze Placemaking application and review process.**

YOUR PROPOSAL

Applicants will be asked to supply the following:

General Information

1. Title of project (*up to 10 words*)
2. Description of project (*up to 25 words*)
3. Town(s) where the project will take place.
4. Is this request for an ongoing or new project?
5. Grant Request (\$*.00*)
6. Does this request include funds for planning? If so, provide a break-out of:
 - a. The amount (\$*.00*) of the grant request allocated toward planning.
 - b. The approximate number (#) of calendar days associated with planning.
7. Total project budget (\$*.00*) (*includes your grant request*)
8. Provide the project Start Date.
9. Provide the project End Date.
10. Provide applicant's Mission Statement or an Artist Statement. (*up to 150 words*)
11. Will the project be made accessible to persons with disabilities? Consider physical and programmatic access, sign language interpretation, assistive listening devices and transportation services. [Accessibility Resources](#) are available on COA's website. (*up to 250 words*)

A) Making the Case (*Narrative Responses*)

Creative Placemaking proposals challenge applicants to identify need(s) and opportunity(ies) which can catalyze the community through intentional arts and cultural projects.

1. Describe the need(s) and opportunity(ies) the project will address and briefly explain how and why you and your partners came to this conclusion. (*up to 675 words*) Be sure to include:
 - How you and your partners come to be aware of this situation
 - The major factors that informed the design of the proposal
 - The particular need or opportunity that the proposal will address; specifically, what will the proposed activities leverage, advance, develop, improve, solve, etc.?
2. Define the community that will be served by the proposed activities. (*up to 500 words*) Be sure to describe the people, organizations or groups that were:
 - engaged in the planning process

- involved in the development of the proposal; as well as those who the project is designed to serve

Use demographic data, descriptive information, history, number of persons served, locale, etc.

3. Provide a summary of your proposed project. **What** do you plan to do, **where** and **when** will it take place? (*up to 350 words*)

B) Authentic Partnerships

Applicants **MUST** engage one or more partners. Partners may include individuals, groups, municipalities, organizations, for-profit businesses, etc. Applicants should refer to COA's definition of authentic partnership (see Page 2) as they plan their Arts Leadership proposal. Applications that describe intentional, collaborative partnerships will be scored higher than applications where partnerships are found to be weak. "Weak partnerships," such as a buyer / vendor relationship, will be scored accordingly. For each partner listed, the following must be provided:

- Contact information including Name, Business, Address, Email, Phone
- The partner's role and responsibilities
- Amount of funding the partner has committed to contribute and/or funding the partner will receive as part of the project
- Explanation of what distinguishes the proposed project from the partner's normal scope-of-work

C) Carrying Out the Plan

1. **Connecticut Artist(s):** All projects **MUST** engage at least one Connecticut artist. Additional artists, including non-CT artists, may also be engaged. Applicants must:
 - Describe the role(s) and responsibilities of the artist. If the artist is not selected at the time of application, include a description of the selection process. (*up to 150 words*)
 - Explain why the artist selected is appropriate for the project. If the artist is not selected at the time of application, then describe the type of artist anticipated and why. (*up to 150 words*)
 - Upload the artist's resume or bio (*no more than 2 pages*)
 - Upload no more than four (4) samples of the artist's related work (*see e-granting system for file size restrictions*)
2. **Project / Program Manager:** All applicants **MUST** identify a project contact person.
 - Provide the job description, including key roles and responsibilities (*up to 100 words*).
3. **Budget:**
 - Complete the [FY2015 Project Income & Expense Budget Worksheet](#) provided
 - Provide a brief narrative to explain any uncertain elements of the budget. (*up to 300 words*)
 - If applicable, complete the [FY2015 In-Kind Budget Worksheet](#).
4. **Additional Supporting Documentation:**
 - Applicants must upload three (3) files and provide a brief description that will help the reviewer to better understand the project. Document files may not exceed two (2) 8.5" x 11" pages in length. Video / audio files may not exceed 5 minutes in length.
5. **Marketing and Publicity - Telling Your Creative Placemaking Story:**
 - Describe your plans to promote the project. (*up to 150 words*)

D) Measuring Outcomes

Applicants will be required to have a well-thought plan with steps in place to measure the project's relevance to the community it is intended to serve and for capturing and reporting results. Applicants will use the [Goals and Priority Outcomes Table](#) as a reference when completing the Measuring Outcomes section of the application.

- **Activities:** List each of the project's major activities. Applicants should enter activities reasonable to accomplish within the grant period.

- **Goal and Priority Outcome Alignment:** For each activity you enter, reference the Table and identify one (1) GOAL and one (1) PRIORITY OUTCOME associated with your selected GOAL which aligns with your activity.
- Reference the Table for suggested POTENTIAL INDICATORS OF SUCCESS and SOURCES OF EVIDENCE. Develop and identify your own Indicators and Sources of Evidence appropriate for your project. List as many or as few as needed to document the success of the project.
 - **Indicators of Success:** Observable signs of progress toward the intended goals and outcomes. (Things you can see, hear, experience, etc.)
 - **Sources of Evidence:** Information, facts, stories and data collected and documented to gauge the project's success and effectiveness.

REVIEW CRITERIA

Independent reviewers will evaluate and discuss applications based on the following criteria:

A. **Clarity of the Case ~ (15 points maximum)**

Aligns with Making the Case. This score reflects the applicant's knowledge of the community and its need(s) and opportunities, the level of collaborative planning and the overall clarity of the proposal.

- Is the proposal relevant to the intended community or communities described?
- Will the identified need or opportunity be successfully addressed by the activities proposed?
- Was the community for which the project is proposed included in the planning and design process?

B. **Quality of Partnership ~ (15 points maximum)**

Aligns with Authentic Partnerships. This score reflects the authenticity of partnerships and the level of collaborative planning by partners.

- Did the applicant plan, design and develop the proposed project in collaboration with project partner(s).
- Was the application developed collaboratively with partners?
- Does the partnership align with COA's definition of an authentic partnership?
- Do the partners demonstrate the ability to carry out the intention and scope of the proposal?

C. **Quality of the Plan ~ (15 points maximum)**

Aligns with Carrying Out the Plan. This score reflects the likelihood for success given the plans outlined in the proposal.

- Is the plan realistic and feasible?
- Is the budget complete, appropriate and realistic?
- Does the applicant demonstrate the ability to carry out the intention and scope of the proposal?
- Is the artistic merit fitting for the context and the community served as outlined in the proposal?
- Does the proposal include a suitable plan to market and promote the project?

D. **Potential to Catalyze Placemaking and Measure Outcomes ~ (15 points maximum)**

Aligns with Measuring Outcomes. This score reflects the alignment of the applicant's proposal with COA's Goals and Priority Outcomes.

- Is the proposal aligned with COA's Goals and Priority Outcomes?
- Are the goals and outcomes outlined in the application realistic?
- How feasible is the applicant's plan to measure and report outcomes?

Panel assessments are the primary consideration in determining Arts Leadership awards. COA's grant programs and services intend to achieve broad geographic reach and therefore may consider such in its

funding decisions. Following the panel review process, COA staff will present funding recommendations to the Connecticut Arts Council for review and final approval.

FISCAL INFORMATION

ADMINISTRATIVE EXPENSES

Up to 20% of your grant request can be used for administrative expenses. The applicant and its partner(s) may share funds from a grant to cover these costs. COA defines administrative expenses as costs which are not directly associated with a specific program or department but which are necessary to support the funded ACP project. Administrative expenses include staff salaries, general products or services (such as accounting), office rental, supplies, telephone, electric service, general insurance, postage, etc. *NOTE: A project or program manager may be a current staff member or a contracted individual. In either case, the manager's time that is directly associated with the project may be regarded as an administrative expense.*

MATCHING REQUIREMENT

ACP grant awards require a match (a minimum financial contribution) of no less than 50%. While matching funds do not need to be confirmed at time of application, proposals that can verify funding sources at the time of application are favorably reviewed. **COA funding CANNOT be matched with other Connecticut state funds.** Applicants may use in-kind contributions to meet up to 25% of their match.

IN-KIND CONTRIBUTIONS

[In-Kind contributions](#) are goods or services that are donated and not paid for by the applicant with cash, e.g. volunteer time by a professional, office space, facilities, goods, etc. Applicants claiming an in-kind match are required to complete the [FY2015 In-Kind Budget Worksheet](#).

ELIGIBLE EXPENSES

The following eligible expenses must be DIRECTLY related to the project:

- ✓ Materials
- ✓ Space rental; occupancy costs (maintenance, security, insurance, utilities, etc.)
- ✓ Payments to contracted artistic, technical or administrative professionals
- ✓ Supplemental project insurance
- ✓ Project-specific permits and fees
- ✓ Artist fees
- ✓ Legal Fees directly associated with the project
- ✓ Hospitality expenses which are directly related to the project
- ✓ Evaluation services and documentation (photo, video, audio, collection of statistical information, etc.)
- ✓ Printing, advertising and marketing costs
- ✓ Limited brick and mortar expenses directly associated with the project and which will be implemented during the funding period
- ✓ Travel and conference registration expenses for staff and/or volunteers to attend local, regional or national relevant industry conferences, workshops, retreats, clinics, etc. that support the planning and/or implementation of the project

INELIGIBLE expenses:

- ✗ Expenses incurred outside of the funding period, including planning costs
- ✗ Activities already funded by another COA program during the same fiscal year
- ✗ Interest paid on loans
- ✗ Activities to eliminate or reduce existing deficits
- ✗ Scholarship assistance for academic or non-academic programs
- ✗ Fundraising
- ✗ Political contributions

- ✖ Lobbying activities & fees
- ✖ Legal fees not associated with the project
- ✖ Religious programming, activities or paraphernalia
- ✖ General brick and mortar construction costs, facility construction or capital improvements
- ✖ Expenses not related to the project

FISCAL SPONSORSHIP

[Fiscal sponsorship](#) is an arrangement where a legal entity manages the project budget and expenses. When an artist or organization engages a fiscal sponsor, the applicant must identify the fiscal sponsor at the time of application and complete the Fiscal Sponsorship section of the application. Applications must provide: (1) fiscal sponsor name and contact information, (2) an outline of the agreement including insurance requirements and (3) a copy of the formal agreement.

Important Fiscal Sponsorship information for Connecticut artists:

- For a grant request equal to or above \$5,000 an artist **MUST** apply with a named fiscal sponsor or as a business entity.
- A Connecticut artist who operates as a legal, Connecticut business entity (a sole proprietor, sub chapter S corporation, limited liability corporation, etc.) may apply without a fiscal sponsor.
- An individual artist applicant, who also serves as director of a non-profit arts organization, may not use her / his non-profit arts organization as a fiscal sponsor.

GENERAL FISCAL INFORMATION

- Grant funds must be applied toward arts-based creative placemaking projects that impact Connecticut towns and communities and benefit Connecticut residents as indicated in your application.
- COA intends to fully fund those requests that are awarded.
- COA may issue multiple grant payments. A payment schedule will be defined by COA in the grant contract. The first installment will be issued following the processing of a fully executed contract.
- The amount of COA grant funds is dependent on state and federal annual appropriations as allocated by the Governor and the Connecticut General Assembly and as awarded by the National Endowment for the Arts. This amount varies from year to year; therefore, COA's funding varies.
- Grantees will not receive funding for a newly approved FY2015 Arts Leadership grant until: 1) any prior COA funded project is complete, and 2) the mandatory final report has been received.
- COA may utilize Guide Star or other such services to access financial records of non-profits.
- COA reserves the right to request additional financial documents from applicants.
- At the end of the funding period, grantees must complete a final report. As part of the final report, grantees will be required to provide:
 - accounting of actual expenses including the allocation of COA grant funds
 - confirmation of the match by providing the sources of both dollars and in-kind contributions
 - required evaluation and assessment data

CONTACTS, QUESTIONS & WRAP UP

GENERAL QUESTIONS & RESOURCES

Review responses to ACP questions on the [Frequently Asked Questions \(FAQ\)](#) webpage along with general placemaking information. Submit ALL questions by email to ACP.Questions@ct.gov. ACP program staff will review and post responses on an ongoing basis. Contact Tech Support at support@fluidreview.com for technical related questions.

The [COA Directory of Performing and Teaching Artists](#) and the [COA Artist Registry](#) are two databases maintained by the Connecticut Office of the Arts and serve as a resource in seeking Connecticut artists. Applicants may also engage the services of [local and regional arts agencies](#) when seeking local artists.

RESPONSIBILITIES / ADDITIONAL INFORMATION

Review the [Connecticut Office of the Arts Grant Overview Guidelines](#), as all guidelines are strictly enforced. In addition, all grantees must comply with:

- [The Department of Economic and Community Development Ethics Statement](#)
- Applicable state single audit requirements
- When planning a project in a specific community be sure to research municipal, state and federal ordinances and laws (if applicable) prior to submitting an application.
- Applicants should note that all information collected is considered public record.

REGIONAL PARTNERS

The Office of the Arts partners with [Designated Regional Service Organizations](#) that serve as local field offices to constituents and citizens. Towns served by the service organizations are provided on the DRSO webpage.